

# Customer-Centric Marketing

## 10 Point Checklist

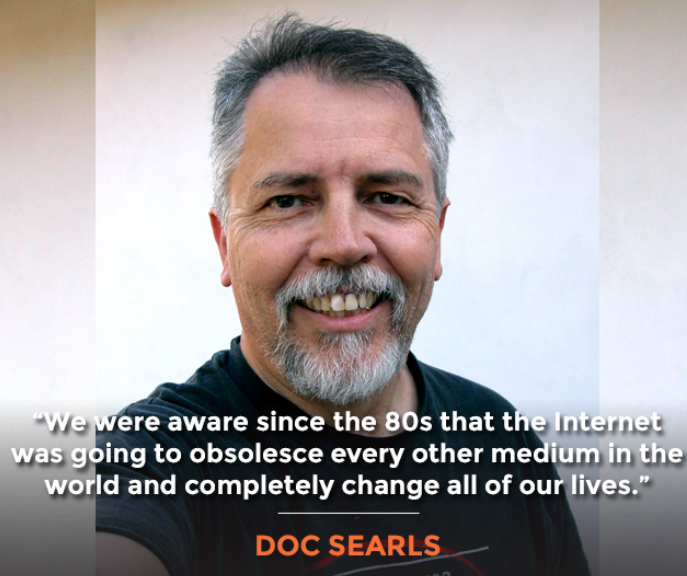
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Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



"We were aware since the 80s that the Internet  
was going to obsolete every other medium in the  
world and completely change all of our lives."

**DOC SEARLS**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Spark conversations with my peers, network, and potential customers. Trust is built, and relationships are strengthened when there is an established connection.
- Convey clear, concise, and authentic messages. People respond more quickly and positively when they can easily understand where I'm coming from. Refrain from using flowery words and just keep things simple.
- Don't be clueless about marketing. Being ignorant of digital strategies is not an excuse anymore. If I aim for longevity, digital is the way to go.
- Always check my intention in everything I do in business. Ask myself, 'is what I'm doing a catalyst for improvement in the lives of others?'
- Aim for customer satisfaction and loyalty in all my business operations. The first sale may be monumental but repeat customers are what keeps the business going.
- Take advantage of open-source software. The World Wide Web holds millions of resources available in seconds. There is so much to learn if I know where to look.
- Leverage the Internet and the wonders it can bring to communities and small businesses. Utilize excellently written content to capture my target audience's attention.
- On the other hand, be aware of the negative implications of the online world. Secure my intellectual property and sensitive information from hackers and be mindful of the repercussions of relying too much on the Internet.
- Start learning about AI and smart solutions and see how my business can benefit from them. The future is Artificial Intelligence. Like any other type of development, I must be up to date to not become obsolete.
- Visit Doc Searls' websites, [doc.searls.com](http://doc.searls.com) and [cluetrain.com](http://cluetrain.com), and grab a copy of the book, [The Intention Economy](#).